

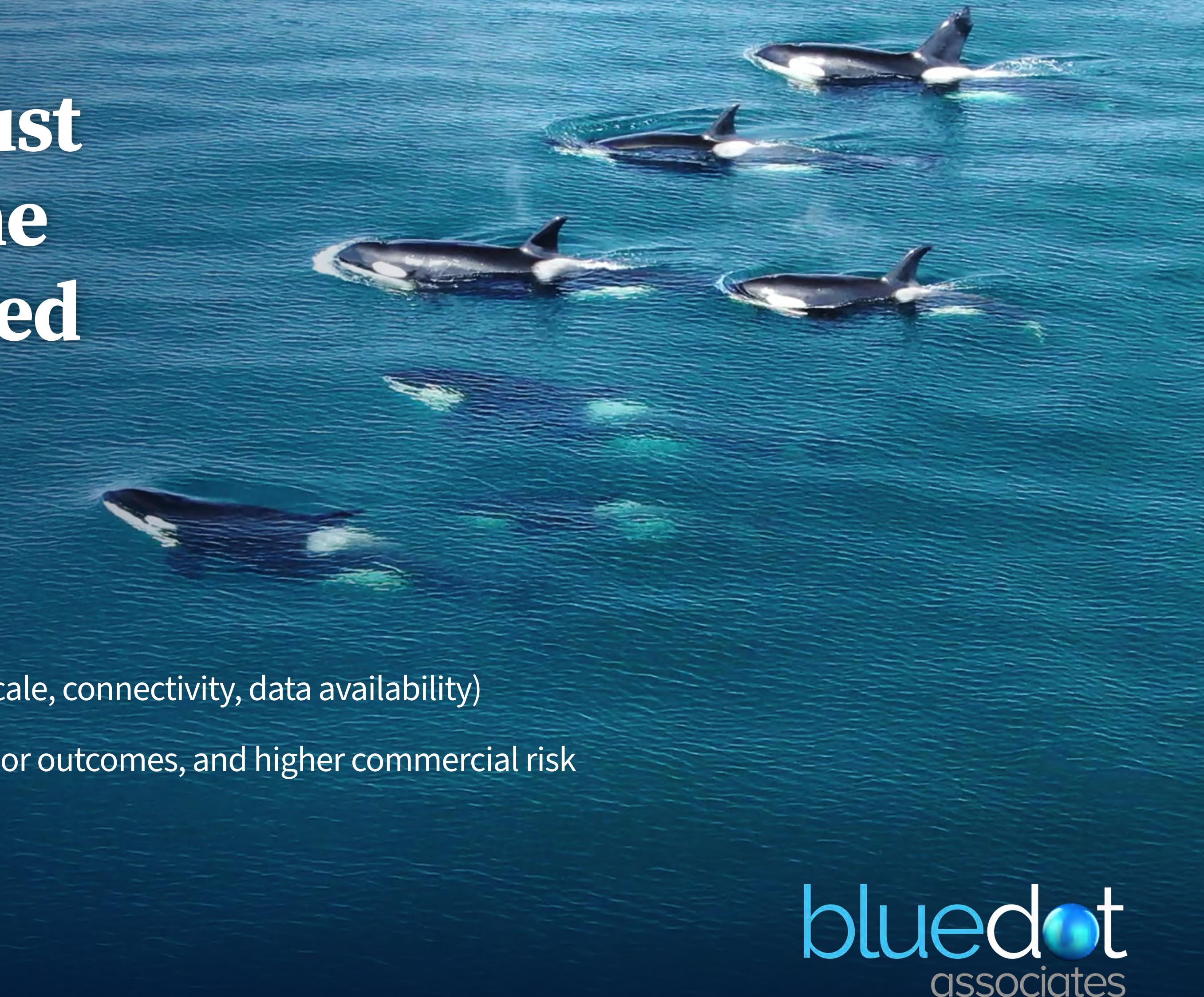


Marine net gain, delivered for real-world marine projects

Introducing the **Bluedot Marine Net Gain Framework**:
turning ecological complexity into defensible actions for
marine net gain and Nature Positive contributions

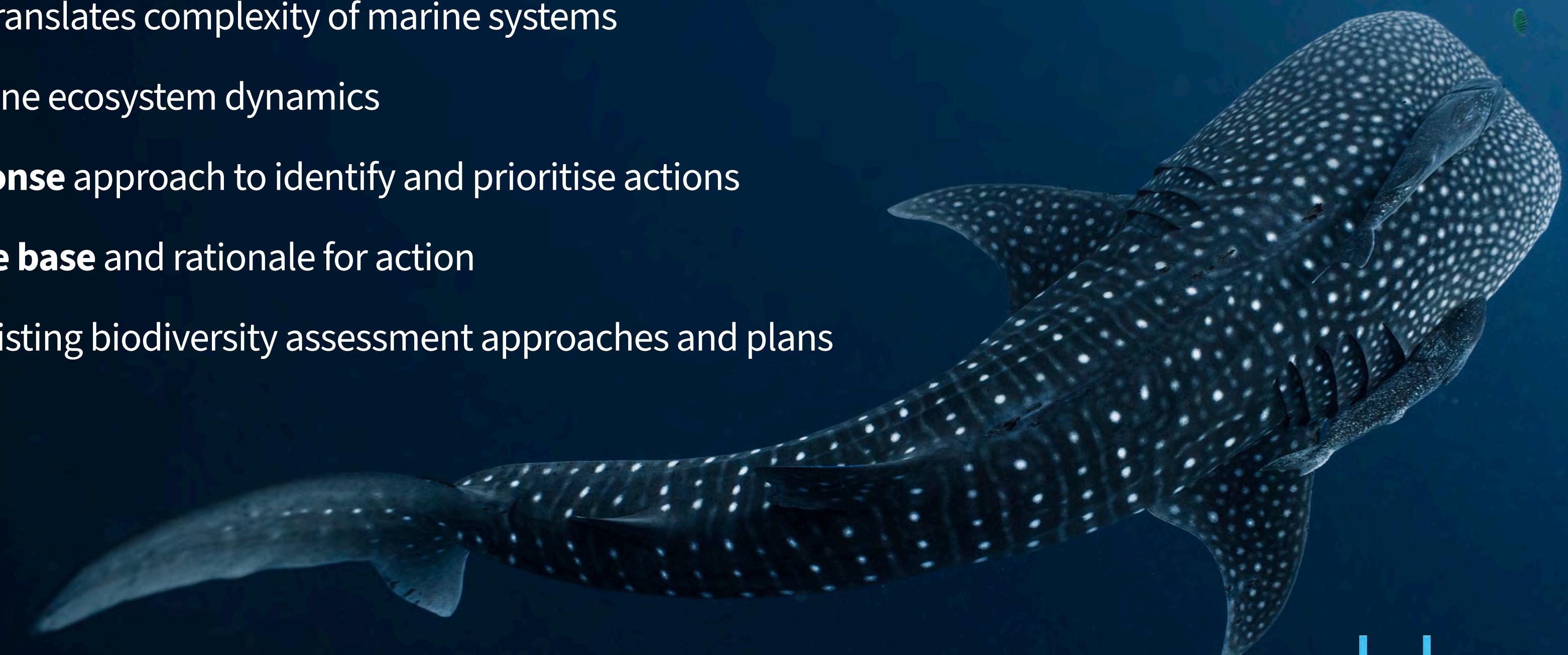
Marine net gain is not just terrestrial net gain in the ocean – it needs a tailored approach

- Methods applied on land are **challenging** to apply at sea
- **Limited guidance** for marine systems
- **Complexity and uncertainty** complicate decisions (e.g., scale, connectivity, data availability)
- **Inconsistent approaches** lead to inefficient resourcing, poor outcomes, and higher commercial risk



The solution: a Marine Net Gain Framework aligned with global policy, leading science and consensus, and compliance needs

- **Structured and pragmatic** - translates complexity of marine systems
- **Scales analysis** to reflect marine ecosystem dynamics
- Familiar **state-pressure-response** approach to identify and prioritise actions
- Provides transparent **evidence base** and rationale for action
- **Integrates seamlessly** into existing biodiversity assessment approaches and plans



State: Determine the context relating to broad biodiversity values in the seascape

Define the seascape area

Identify the biodiversity attributes of the seascape

Screen attributes against biodiversity state criteria

Identify protected and internationally recognised areas

Define a list of priority biodiversity features



Pressures: Determine existing and future pressures on priority features

Identify seascape pressures on priority features

Identify site-based project pressures

Define the level of control

Define biodiversity pressure indicators

Determine potential for cumulative effects

Assess pressure indicators

Response: Develop responses to achieve net positive outcomes for priority features

Identify the priorities for net positive actions

Define best practice principles

Define biodiversity response indicators

Define social response indicators

Identify potential for partnerships

Assess potential actions against criteria

Identify existing conservation actions

Identify priority response actions



Significant advantages for marine projects and portfolios

- **Early insight** into higher risk impacts
- **Rapid prioritisation** of feasible, measurable net gain actions
- **Defensible** decision making, efficient resource allocation, and reduced commercial risk
- Portfolio-wide **consistency and visibility** via aggregated assessment and strategic actions
- Early identification of credible action **improves bid competitiveness**

A proven, scalable, robust Marine Net Gain Framework

- Rapid, consistent, and **grounded in science**
- Cost effective - **tested on global projects** for multi-national organisations
- Clear and concise outputs support **informed decisions**
- Enables easy scaling from **single sites to global portfolios**
- Supports **scaled, aggregated and interconnected actions**



Quickly overcome barriers to marine net gain action with confidence and expert support

Contact Bluedot to see how our **Marine Net Gain Framework** approach can help.

Learn more about our approach and how it supports **marine net gain**

[Click Here](#)

Learn why marine systems require a different approach and **get Bluedot's guidance on framing and tackling marine net gain**

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